

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-4 (canceled)

1 Claim 5 (currently amended): ~~[[The]]~~ A
2 computer-implemented method ~~[[of claim 1]]~~ for
3 controlling serving of an ad using its relevancy to a
4 request, the method comprising:
5 a) accepting, by a computer system including at
6 least one computer, geolocation information
7 associated with the request;
8 b) comparing, by the computer system, the accepted
9 geolocation information associated with the request
10 with geolocation targeting information associated
11 with the ad to generate a comparison result;
12 c) determining, by the computer system, the
13 relevancy of the ad using at least the comparison
14 result; and
15 d) controlling, by the computer system, the serving
16 of the ad, for rendering on a client device, using
17 the determined relevancy of the ad,
18 wherein the geolocation targeting information
19 associated with the ad corresponds to an area defined by
20 at least three geographic reference points.

1 Claim 6 (original): The method of claim 5 wherein the
2 area defined by at least three geographic reference
3 points is a polygon.

1 Claim 7 (currently amended): ~~[[The]]~~ A
2 computer-implemented method ~~[[of claim 1 further~~

3 ~~comprising+]]~~ for controlling serving of an ad using its
4 relevancy to a request, the method comprising:

5 a) accepting, by a computer system including at
6 least one computer, geolocation information
7 associated with the request;

8 b) comparing, by the computer system, the accepted
9 geolocation information associated with the request
10 with geolocation targeting information associated
11 with the ad to generate a comparison result;

12 c) determining, by the computer system, the
13 relevancy of the ad using at least the comparison
14 result;

15 d) controlling, by the computer system, the serving
16 of the ad, for rendering on a client device, using
17 the determined relevancy of the ad;

18 e) determining, by the computer system, whether the
19 ad has geolocation price information corresponding
20 to the geolocation information accepted; and

21 f) if it is determined that the ad has geolocation
22 price information corresponding to the geolocation
23 information accepted, then determining, by the
24 computer system, a score using at least the
25 geolocation price information, otherwise
26 determining, by the computer system, the score using
27 at least general price information of the ad,

28 [[and]]

29 wherein the act of controlling the serving of the ad
30 further uses the score of the ad, and

31 wherein the geolocation targeting information
32 associated with the ad corresponds to an area defined by
33 at least one geographic reference point.

1 Claim 8 (original): The method of claim 7 wherein the
2 area includes a circular area having a radius about a
3 specified geographic reference point.

1 Claim 9 (original): The method of claim 7 wherein the
2 area includes an area defined by at least three
3 geographic reference points.

1 Claim 10 (original): The method of claim 9 wherein the
2 area defined by at least three geographic reference
3 points is a polygon.

Claims 11-18 (canceled)

1 Claim 19 (currently amended): ~~[[The apparatus of claim~~
2 ~~15]]~~ Apparatus for controlling serving of an ad using its
3 relevancy to a request, the apparatus comprising:

4 a) at least one processor; and
5 b) at least one storage device storing
6 processor-executable instructions which, when
7 executed by the at least one processor, perform a
8 method of:

9 1) accepting geolocation information
10 associated with the request,
11 2) comparing the accepted geolocation
12 information associated with the request with
13 geolocation targeting information associated
14 with the ad to generate a comparison result,
15 3) determining the relevancy of the ad using
16 at least the comparison result, and

17 4) controlling the serving of the ad, for
18 rendering on a client device, using the
19 determined relevancy of the ad,
20 wherein the geolocation targeting
21 information associated with the ad corresponds
22 to an area defined by at least three geographic
23 reference points.

1 Claim 20 (original): The apparatus of claim 19 wherein
2 the area defined by at least three geographic reference
3 points is a polygon.

1 Claim 21 (currently amended): ~~[[The apparatus of claim~~
2 ~~15 further comprising:]]~~ Apparatus for controlling
3 serving of an ad using its relevancy to a request, the
4 apparatus comprising:

5 a) at least one processor; and
6 b) at least one storage device storing
7 processor-executable instructions which, when
8 executed by the at least one processor, perform a
9 method of:

10 1) accepting geolocation information
11 associated with the request,
12 2) comparing the accepted geolocation
13 information associated with the request with
14 geolocation targeting information associated
15 with the ad to generate a comparison result,
16 3) determining the relevancy of the ad using
17 at least the comparison result,
18 4) controlling the serving of the ad, for
19 rendering on a client device, using the
20 determined relevancy of the ad,

21 [[e]] 5) ~~[[means-for]]~~ determining whether the
22 ad has geolocation price information
23 corresponding to the geolocation information
24 accepted~~[[+]]~~, and
25 [[f]] 6) ~~[[means-for]]~~ determining a score
26 using at least the geolocation price
27 information if it is determined that the ad has
28 geolocation price information corresponding to
29 the geolocation information accepted, and
30 ~~[[for]]~~ otherwise determining the score using
31 at least general price information of the ad,
32 wherein the ~~[[means-for]]~~ act of
33 controlling the serving of the ad further uses
34 the score of the ad, and
35 wherein the geolocation targeting
36 information associated with the ad corresponds
37 to an area defined by at least one geographic
38 reference point.

1 Claim 22 (original): The apparatus of claim 21 wherein
2 the area includes a circular area having a radius about a
3 specified geographic reference point.

1 Claim 23 (original): The apparatus of claim 21 wherein
2 the area includes an area defined by at least three
3 geographic reference points.

1 Claim 24 (original): The apparatus of claim 23 wherein
2 the area defined by at least three geographic reference
3 points is a polygon.

Claims 25-28 (canceled)